



# **EAST BAY ENERGY WATCH**

**PG&E LOCAL GOVERNMENT PARTNERSHIP**

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# PARTNERSHIP STRUCTURE

- Serve Alameda & Contra Costa Counties
- Partnership Manager represents local governments and provides strategic guidance
- Strategic Advisory Committee determines programmatic direction & innovation
- Serve commercial, municipal and residential customers
- Two Service Providers (implementers) deliver DI programs



# FOCUS ON SMB DI

- Over 1500 business customers audited each year
- Lighting measures represent 80% of our savings (20% refrigeration)
- Partnership SMB savings goals ~ 20M kWh annually



## Auditor-driven

Customer-focused handholding at every step



## Contractor-driven

Target high-saving projects

# HIGH INCENTIVES (ARRA)

- Oakland Shines targeted all businesses in downtown Oakland promoting emerging tech
- Program leveraged existing DI incentives
- Intensive marketing campaign
- Incentives capped at 90% of project cost



## ECMs Included:

Wireless Lighting Controls

LED Down lights

LED Bi-Level Parking Lot Fixtures

LED Refrigerator Case Lighting

Bi-Level Stairwell lighting

Wireless Pneumatic Thermostats

Average Project Incentive:

90%

Project Conversion Rate:

33%

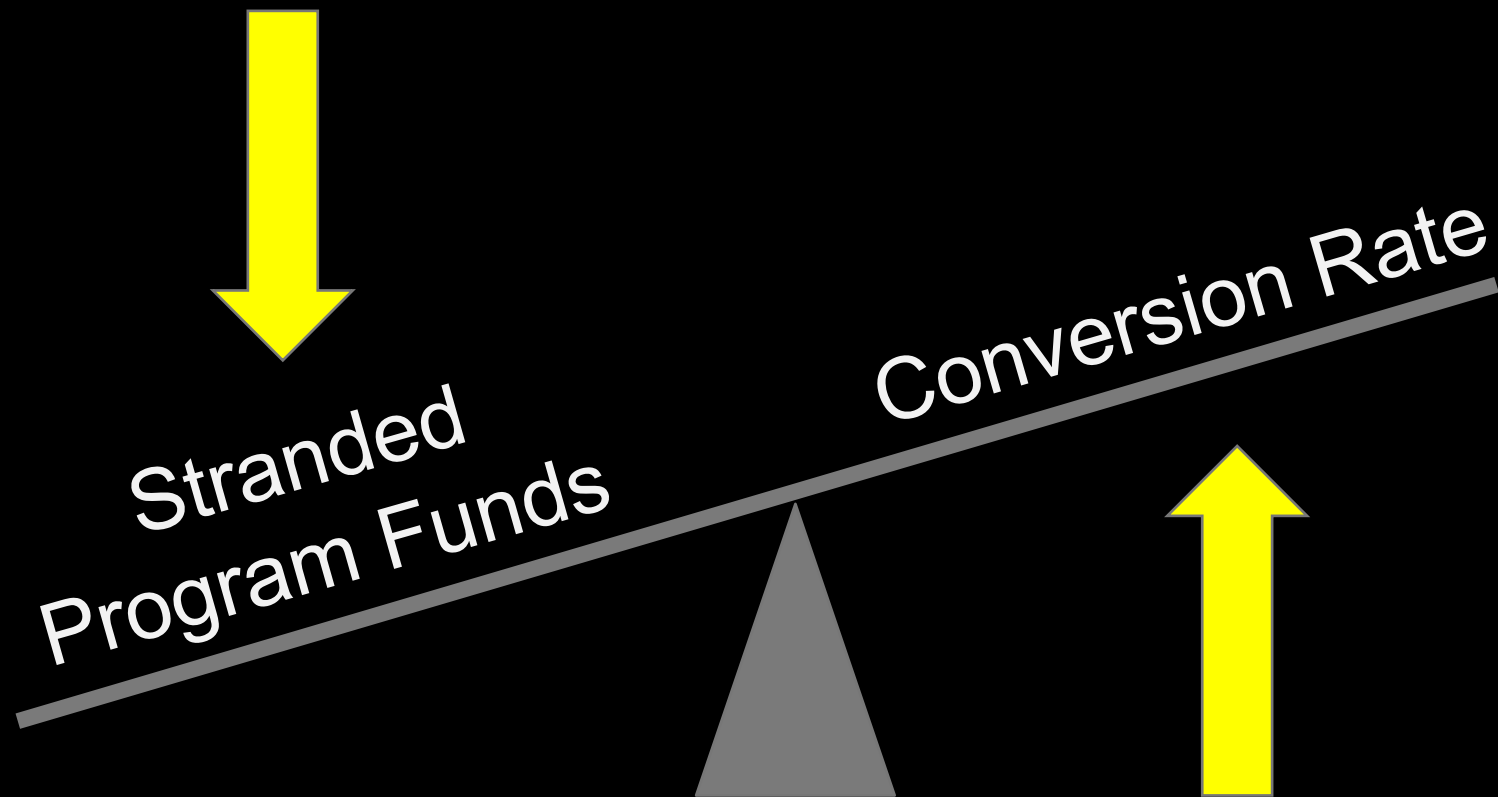
Oakland Shines was implemented by QuEST in partnership with the City of Oakland

# INCENTIVES

What are they good for?

# CONVERSION RATE AS KPI

2014 Project Conversion Rate: 30%



# QUESTION FROM YESTERDAY

What is it going to take to get customers to participate?

# CREATIVE THINKING

## Reduce stranded program funds (that don't lead to savings)

- Customer screening (e.g. via utility bill analysis)
- Nominal cost for energy audit
- . . .



## Increase Conversion Rate

- Social norming strategies & other psychological strategies
- “Engagement Incentive”
- Building long-term customer relationships
- Tracking all opportunities over time
- Improve tools that help communicate project benefits (marketing to convert vs. marketing to audit)



# SMB COMPREHENSIVENESS

## Interior / Exterior Lighting Example

Most customers, when presented with both interior and exterior lighting opportunities, will implement most interior measures but few will implement any exterior measures

### Example MR16



Prior to 2013 there was no cost-effective solution for the MR16

Now new marketing dollars are needed to find & engage these customers once again

All opportunities must be tracked over time

# ENGAGEMENT INCENTIVE

**Goal:** Increase project conversion rate

**Methodology:** Present three project options

**Theory:** People compare, they don't choose

Most Popular Option

1

Cost: \$6,700

Incentive: \$2,250

Savings: \$2,300/yr.

**Cost to you: \$4,450**

2

Cost: \$6,700

Incentive: \$0

Savings: \$2,300/yr.

**Cost to you: \$6,700**

3

Cost: \$6,700

Incentive: \$3,000

Savings: \$2,300/yr.

**Cost to you: \$3,700**

Over 10,000 local East Bay businesses have completed projects with us.

# BUSINESS LEADERSHIP INCENTIVE

Customers must:

- Implement 100% of recommendations
- Enroll in My Energy
- Take a feedback survey
- Receive a free water audit
- Offer a referral to another business
- Agree to implement within 30 days

The image shows a 'Business Leadership Incentive Checklist' form from East Bay Energy Watch. The form is tilted and features a header with the program name and logo. It includes a thank-you message and a list of 10 items to be checked off, each with a brief description. At the bottom, there are fields for the customer's signature, date, business name, and phone number. A 'Thank you for Leading By Example!' message is also present.

**Business Leadership Incentive Checklist**

Thank you for your interest and willingness to engage with the East Bay Energy Watch. Your **commitment and feedback** will directly influence our ability to effectively serve local businesses throughout the East Bay. To show our appreciation for completing all of the engagement activities listed below, we have offered you a Business Leadership bonus incentive to help cover your project costs.

Congratulations and thank you for your leadership!

All of the following items must be checked off by the customer and signed off by program staff in order to receive the Business Leadership bonus incentive.

- ☐ Implement 100% of Energy-Saving Recommendations  
All recommendations presented to you on the program proposal will be included in your project. Please visit [www.ebayenergy.org](http://www.ebayenergy.org) to sign up. Bonuses include: on-site payment, daily energy tracking, & more rebates.
- ☐ Enroll in My Energy (online)  
Please visit [www.ebayenergy.org](http://www.ebayenergy.org) to sign up. Bonuses include: on-site payment, daily energy tracking, & more rebates.
- ☐ Make the East Bay Sustainability Pledge  
This survey will take you about 10 minutes to complete. Please visit [www.ebayenergy.org](http://www.ebayenergy.org) to sign up. Bonuses include: on-site payment, daily energy tracking, & more rebates.
- ☐ Complete the Business Energy Survey (online)  
Our services are FREE. We provide a comprehensive water audit and lower your bill. We provide valuable case studies to promote our services and your leadership in green and on the web.
- ☐ Refer One East Bay Business Owner to this Program  
Our services are FREE. We have helped thousands of businesses save money. Now it's time we help you!
- ☐ Sign Photo Release Form  
Let us help you showcase your energy use with how you can assure that your bill is as low as it can go.
- ☐ Sign Data Release Form  
Let us help you showcase your energy use with how you can assure that your bill is as low as it can go.
- ☐ Free Recycling Service of Linear Fluorescent Light Bulbs  
Let us help you showcase your energy use with how you can assure that your bill is as low as it can go.
- ☐ FREE Energy Star Benchmarking  
Let us help you showcase your energy use with how you can assure that your bill is as low as it can go.
- ☐ FREE HVAC Assessment  
Let us help you showcase your energy use with how you can assure that your bill is as low as it can go.
- ☐ LEED Gap Analysis & Preliminary LEED assessment  
Let us help you showcase your energy use with how you can assure that your bill is as low as it can go.

Required for Buildings over 10,000 SF

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Name of Business: \_\_\_\_\_ Phone: \_\_\_\_\_

Thank you for Leading By Example!

Benefits both customer and program